

Figure 1

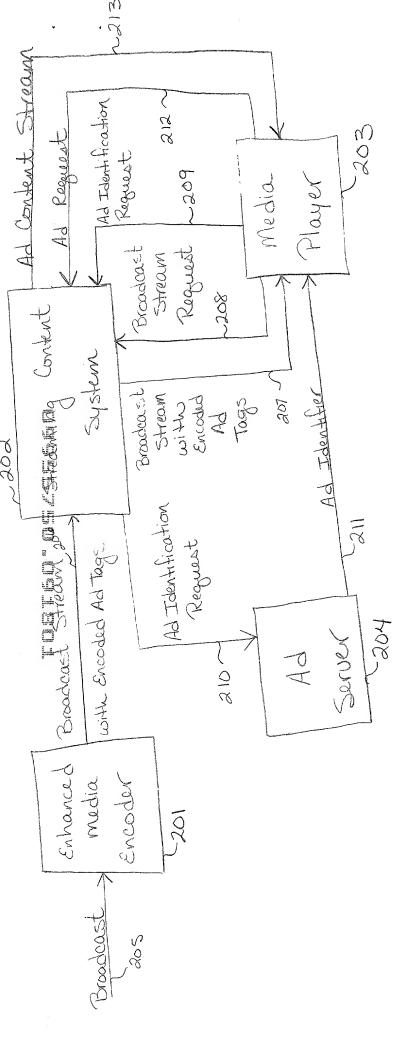


Figure 2

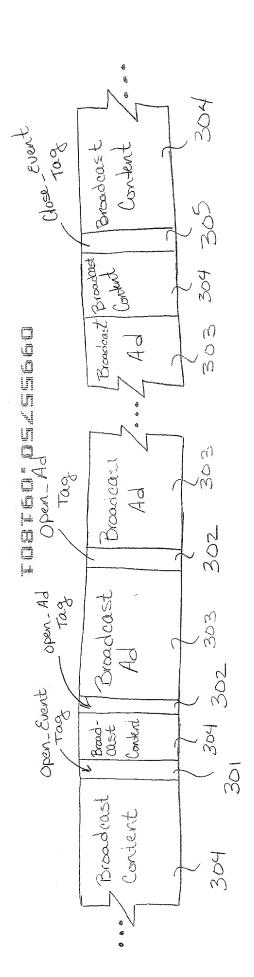


Figure 3

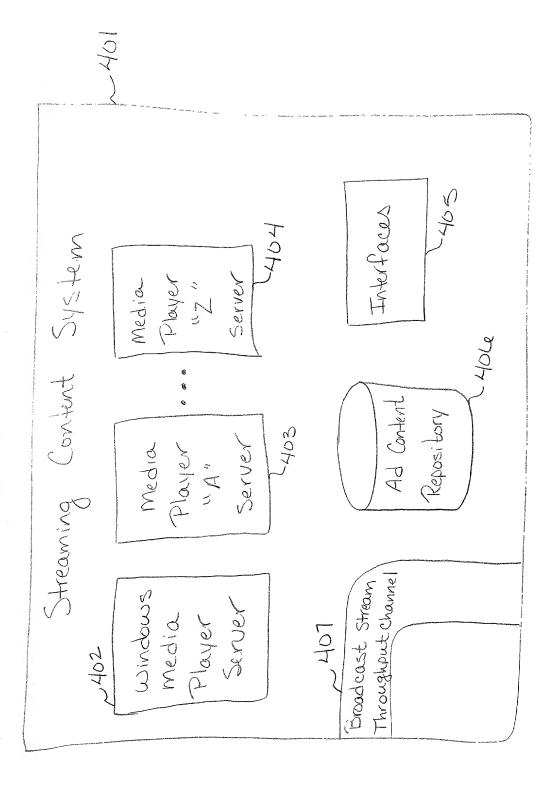


Figure 4

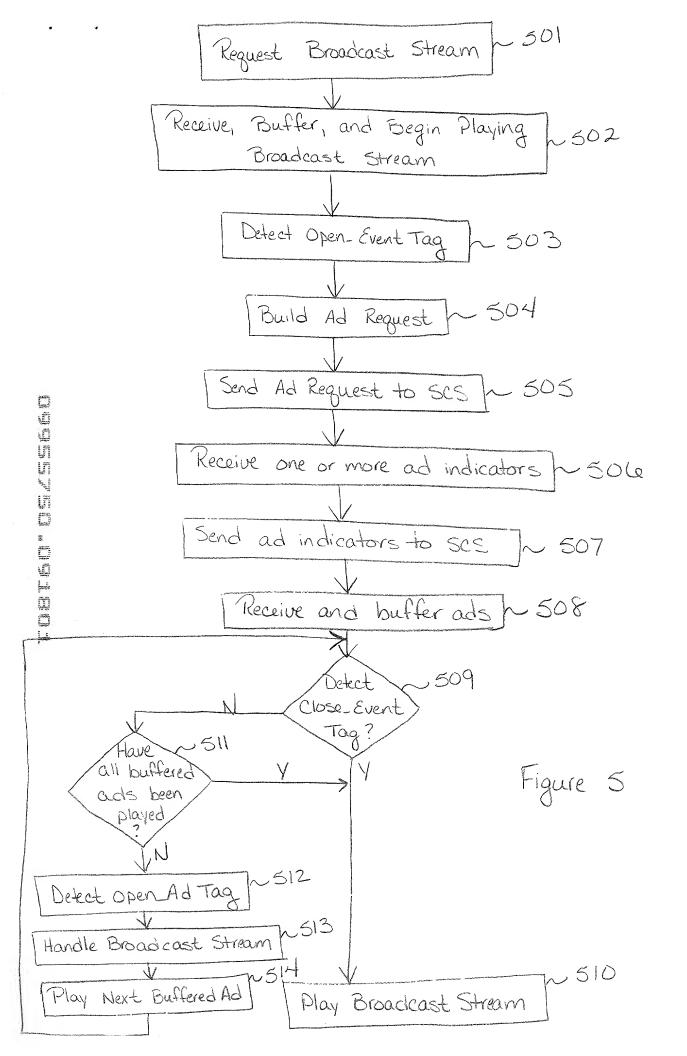


Figure le A

```
<ASX version = "3.0">
                    <title>Dynamic Ad Insertion Demo</title>
                           <REF HREF = "mms://wmr01sea.activate.net/rcs" />
                    </ENTRY>
             <!-- NOTE: This ASX file only inserts 30 second ads.
             It would be possible to insert ads of other lengths as well.
             For example, the name of another 90 second Event tag may be "60,30"
            -->
                    <!-- 60 Second Events -->
                           <REF
            HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30_SEC_AUDIO_16K />
                           </ENTRY>
6B01
                           <ENTRY CLIENTSKIP="NO">
            HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30_SEC_AUDIO_16K />
                           </ENTRY>
 COURTED DELEC
                    </EVENT> 6BO4
             <!-- 90 Second Events -->
                    <EVENT NAME="30,30,30" WHENDONE="RESUME">
                           <ENTRY CLIENTSKIP="NO">
                           <REF
            HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30 SEC AUDIO 16K />
                           </ENTRY>
                           <ENTRY CLIENTSKIP="NO">
                           <REF
            HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30 SEC AUDIO 16K />
                           </ENTRY>
                           <ENTRY CLIENTSKIP="NO">
                           <REF
            HREF=http://64.85.69.243.98/tserver/site=siteone/area=rcs/size=30 SEC AUDIO 16K />
                           </ENTRY>
                    </EVENT>
             </ASX>
```

Figure 6B

A manufacturation and the second seco
Receive encoded broadcast stream ~701
Receive broadcast stream request ~ 702
and the state of t
Transmit encoded broadcast stream 703
Receive Ad Identification Request 1704
Forward Ad Identification Request 1705
Receive Ad Request 1 706
Transmit Requested 1d ~707

Figure 7

108 2887 Leave your Buone SHOH O Devices CPC -802 2894 Ad Content Cortext Repository 810 808~ 980 108~ media Player Interface (s) (Servera) Enhanced Media Encoder Interface Ad Server Interface Memory

Figure 8

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Figure 10